IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT(S): Haberman, et al. CONFIRMATION NO.: 5373

SERIAL NO.: 09/841,465 GROUP NO.: 2427

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TITLE: System and Method for Simultaneous Broadcast for Personalized

Messages

Mail Stop RCE

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Sir:

This paper is in response to the Office action mailed from the U.S. Patent and Trademark Office on October 7, 2010. Applicants further submit herewith a Petition for Extension of Time for three (3) months, with the appropriate fee. Applicants believe that no additional fees are due; however, should additional fees be due, please consider this a conditional petition for the proper extension and authorization to charge the required fees to Deposit Account No. 50-1721.

Claims begin on page 2 of this paper.

Remarks begin on page 7 of this paper.